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MUNI MEMO TO YOU

WHO HELPS THE MUNI GO?

Have you ever stood on a corner waiting for a bus or streetcar, or riding on a car or coach when you happened to notice an unobtrusive fellow with a clip-board, notebook and pencil busily counting heads and keeping tally? The "Traffic Checker" you see is just one of the more than 900 behind-the-scenes, shop, supervisory and office personnel, back-stopping 1,800 operating Muni Men charged with the responsibility of taking you where you want to go, when you want to go, in a safe, courteous and efficient manner.

One of the least known, but perhaps most important divisions in any transit operation, is the Schedule and Traffic Department. Your comfort and convenience as a passenger, the hours of work and shifts of the operator and the responsibility of providing reasonably adequate service consistent with sound economy of operation are factors which must effectively be dealt with by this department.

SCHEDULING—PULSE BEAT OF THE MUNI

Scheduling and Traffic is small considering the gigantic task for which it is responsible. The Department consists of a Traffic Superintendent, a Schedule Supervisor, a Statistician, six Schedule Makers, a Senior Traffic Checker, six Traffic Checkers who normally operate in the field, two clerk-typists and one stenographer.

This past year the Department conducted over 500 passenger traffic checks and 230 special traffic studies. 116 new and 165 revised schedules were put into operation—all part of the Department's job of seeking ways to properly serve you.

Scheduling 15,000 to 16,000 one-way trips daily may be roughly compared to working out a giant and complicated jig-saw puzzle, dove-tailing the different work shifts of more than 1,800 operators with 1,000 vehicles on 61 lines to accommodate an average of 670,000 passengers each weekday. In spite of the most careful planning, however, accidents, traffic tie-ups and unforseen delays beyond immediate control at times almost make it appear to the passenger that no schedule exists at all.

Heavy traffic on Market Street, for instance (shown in the first-page illustration) can disrupt the carefully planned schedules of several dozen lines and account for many minutes of unforseen delay.

The construction of a schedule starts, naturally enough, with determining when and where people travel and in what number. So our Traffic Checkers count heads and observe where people are going, where they board and where they get off.

This "riding pattern" reflects the business and social life of our city—an upsurge or falling off in employment at a certain plant, the opening of a new office building, school or shopping center, the designation of a one-way street or the construction of a housing development. It is part of the Department's job to watch for changes and to anticipate the influence they will have on public transportation requirements.

Similarly, it is necessary to find out just how long it takes a streetcar or bus to cover each part of a route under actual traffic conditions that exist at different times of the day and night and on weekdays, Saturdays, Sundays and holidays. Thus, "running time" is determined by actual physical checks in the field. A reasonable amount of "recovery time" is added to the run, at one or both terminals, to absorb minor delays which may have occurred along the way. This is also a safety measure and offers the operator a degree of flexibility in the maintenance of the schedule, which, incidentally, is always secondary to safe and proper operation.

Scheduling is a complex and never-ending task which requires the knowledge and resourcefulness of competent and experienced personnel. Although ingenious electronic equipment has opened a new era in scientific scheduling it can so far only be used as a helpful aid to schedule personnel.

That's why you will find our Traffic Checker with clip-board, notebook and pencil out on the street watching where you want to go, when you want to go. You the passenger are the most important ingredient in writing our schedules.

FISHING, BICYCLE RIDING—AND FRIENDLINESS

Bowling and bicycle riding are the twin hobbies of Clifford B. Henry, 40, the 140th "Muni Man" (left) Fishing and camping are what Lee L. Lowrey enjoys most on weekends and vacation time. Lee, 62 (right) is a veteran of over 40 years in transit with an excellent safety record of nine consecutive Safe Driving Awards from the National Safety Council.

An operator on the No. 27-Noe Line, Lee follows in the footsteps of his son, Charles, a "Muni Man" in July of 1954. Clifford Henry has been an operator on the No. 37-Corbett line for the past year, with the Muni for 14 years, and the winner of seven National Safety Council Safe Driving Awards. His regular riders in the Twin Peaks and Diamond Heights districts know him as a "friendly and courteous" operator.

SAN FRANCISCO'S INTERNATIONAL MARKET PLACE

Here at the gateway to the Pacific and the markets of the world is located a unique office and exhibit building, the World Trade Center, at the old Ferry Bldg.—a $3,000,000 structure opened in 1956 to build new cargoes in a two-way commerce between California and overseas trading centers. The Center's 110 tenants represent practically every facet of world trade—export-import firms, the facilities of international banking, freight forwarding, customs brokerage, transportation companies, foreign marketing, trade promotion, traffic and rate advice, public relations and other counseling requirements to produce effective results for buyers and sellers in United States and overseas markets.

Visitors are able to browse along the glass walled corridors where they can view many of the products of the world, which are available to wholesale buyers.

The Center's impressive first floor lobby lined with flags of the world of nations.

On the second floor are products from the seven seas with such items as Oriental artifacts, Italian sunglasses, Dutch cheeses, rugs from India, Philippine cigars and Indonesian handicrafts, to name just a few.

The third floor is the location of the World Trade Center Libraries, where visitors are welcome, and for the outstandingly beautiful World Trade Club (private) with its panoramic view of San Francisco Bay.

Visitors are welcome at the Center, 9:00 a.m. to 6:00 p.m., Monday through Friday. There are 12 Municipal Railway coach lines terminating at the Center—take anyone marked "Ferry."

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